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- means (1) for allocating said promotional message to a time slot; and
- means (1) for including said time slot in said information.

9. The system of any previous claim 7-8, further characterised by

- means (1) for identifying non-targeted groups;
- means (1) for selecting a background promotional message for said non-targeted groups.

10. The system of any previous claim 7-9, further characterised by

- interaction means (10,11,12) at said display (7) associated with said promotional message;
- means (4,5,6) for registering any user interaction with said interaction means (10,11,12).

11. The system of any previous claim 7-10, further characterised by

- means (1) for selecting a target group;
- means (6) for outputting a first promotional message to a first subgroup of said target group;
- means (6) for outputting a second promotional message to a second subgroup of said target group;
- means (4,5,6) for collecting consumer responses from said first and second subgroups respectively.

12. The system of any previous claim 7-11, further characterised by

- means for selecting said target group based upon non-volatile data and based upon volatile data.

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ABSTRACT

A method for use in a network for sending promotional messages to target groups provided with a display comprises the steps of inputting a promotional message; selecting a target group; allocating a promotion channel in the network for the promotional message; allocating a portion of the display for the promotion channel; sending the promotional message over the network in the promotion channel; and outputting the promotional message in the allocated portion of the display at the selected target group.

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